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# 2019 Shanghai International Petrochemical Technology and Equipment Exhibition

## Visitor Data Report

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### 2019

Zhenwei Exhibition Group  
Information and Visitor Service Department  
2019-09

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## I. Relevant Concepts Definition

**Region Division: In this document, we use the following area divisions to clearly define the source of the visitors:**

North China: Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia

East China: Shanghai, Zhejiang, Jiangsu, Anhui, Shandong, Jiangxi, Fujian

South China: Guangdong, Guangxi, Hainan

Southwest China: Sichuan, Chongqing, Yunnan, Guizhou, Tibet

Northwest China: Shaanxi, Gansu, Ningxia, Qinghai, Xinjiang

Northeast China: Jilin, Liaoning, Heilongjiang

Central China: Hunan, Hubei, Henan

**We use the following categories to describe the Visitor Arrival Situation:**

Total Number of Visitors: the total number of visitors who visited the exhibition on that day

New Arrivals: the number of visitors registered at the visitor registration center on that day (excluding visitors who have visited in the past days)

Percentage of New Arrivals: the proportion of new arrivals to the total number of visitors

**We use the following categories to describe the position of visitors:**

Decision Maker, Department Manager, Professional Staff

**We use the following categories to describe the department of visitors:**

Management, Sales, Purchase, Technology, Service

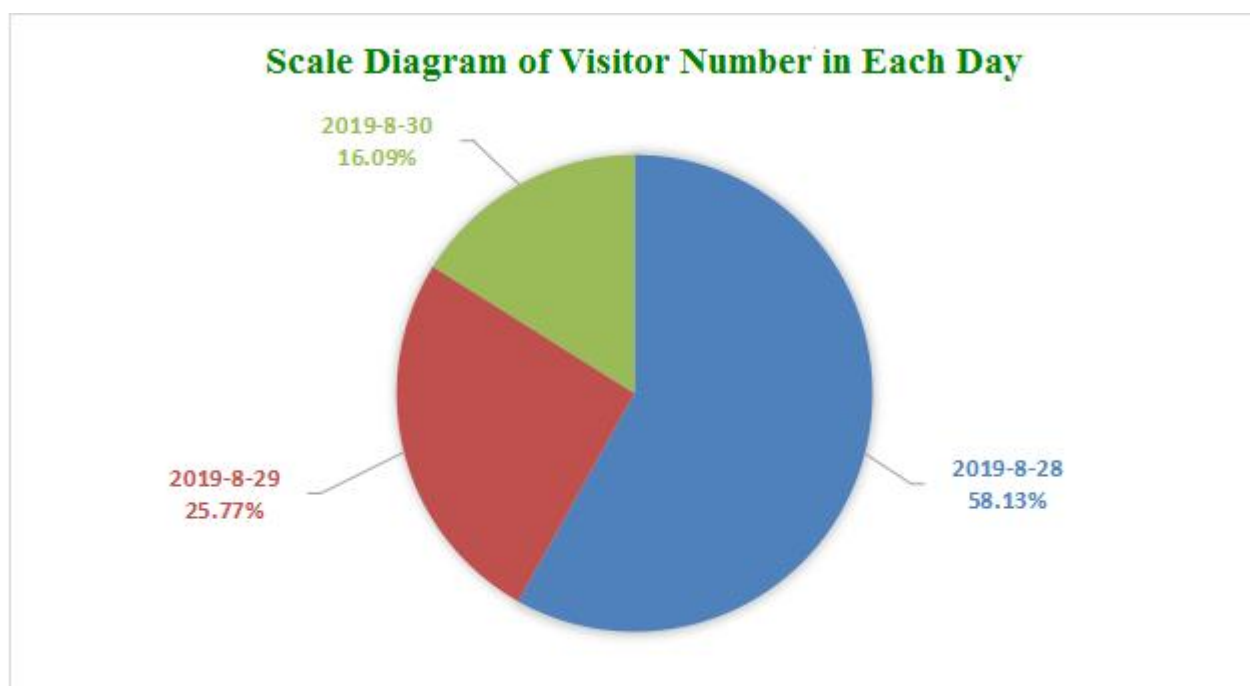
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## II. Overview

### 1. Data of Daily Visitor Arrival:

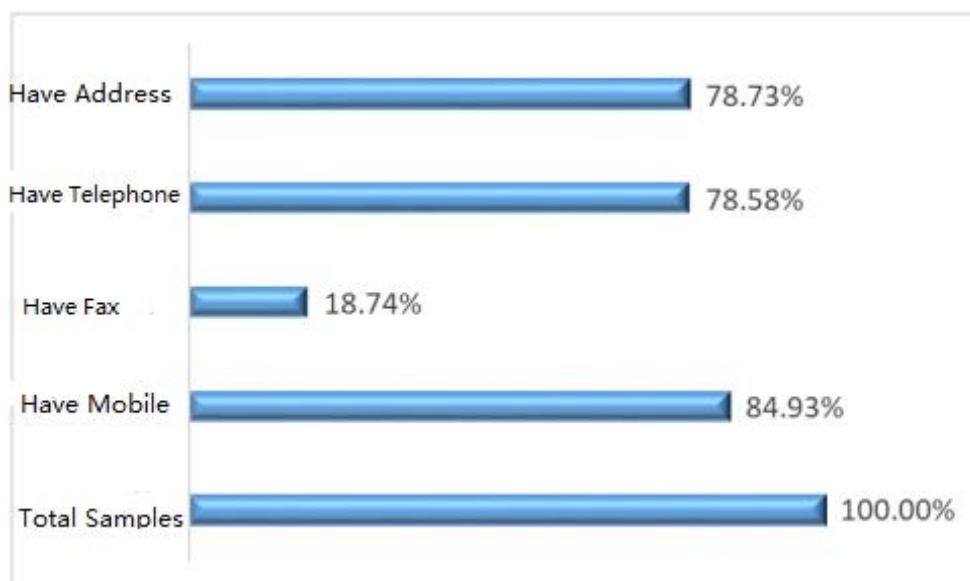
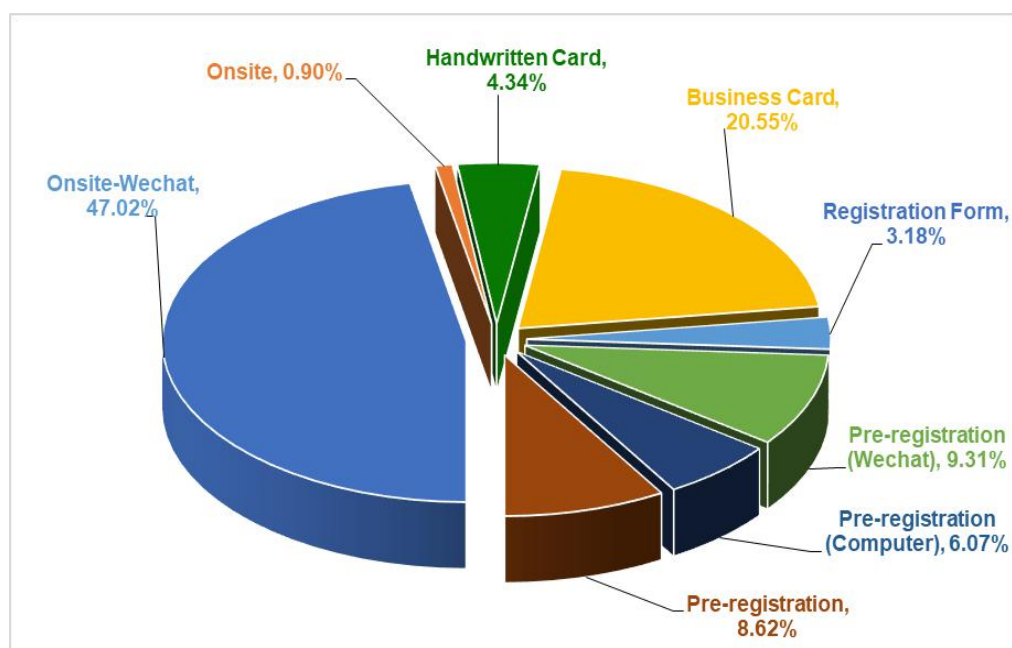
Arrival Analysis During the Event:

Date	Total Person-time	Total Number of Visitors	New Arrivals	Percentage of New Arrivals
2019/08/28	17,318	16,101	16,101	100.00%
2019/08/29	15,769	7,138	6,349	88.95%
2019/08/30	9,601	4,457	4,196	94.14%
<b>Total</b>	<b>42,688</b>	<b>27,696</b>	<b>26,646</b>	<b>96.21%</b>

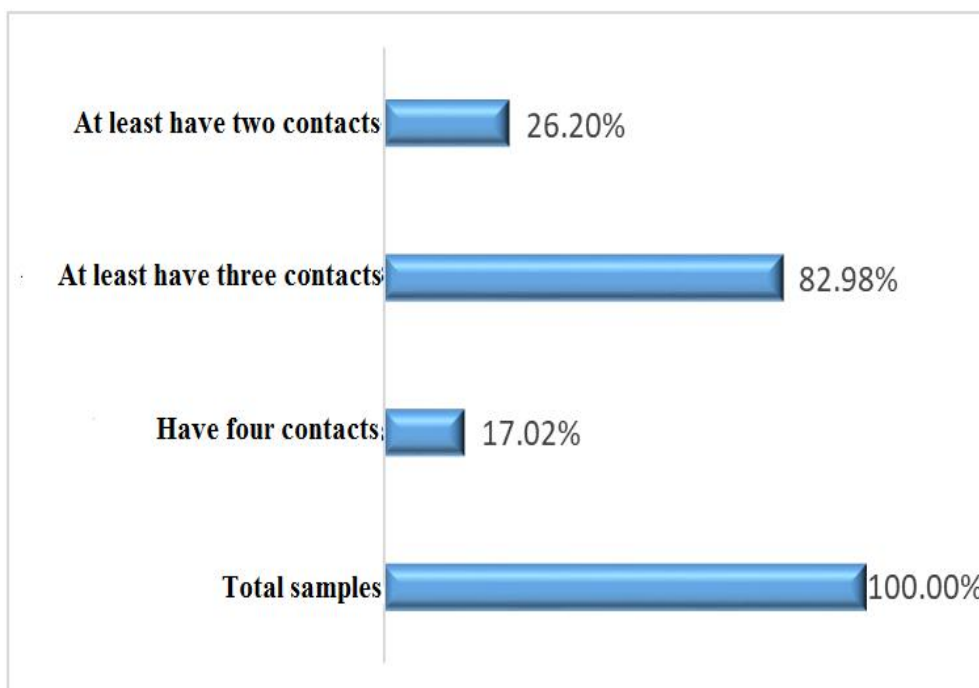


cippe2019 Shanghai attracted a total of 27,696 visitors and 42,688 person-times were recorded in the access control system. The number of new visitors is 26,646.

## 2. Quality Analysis of Visitors' Information:

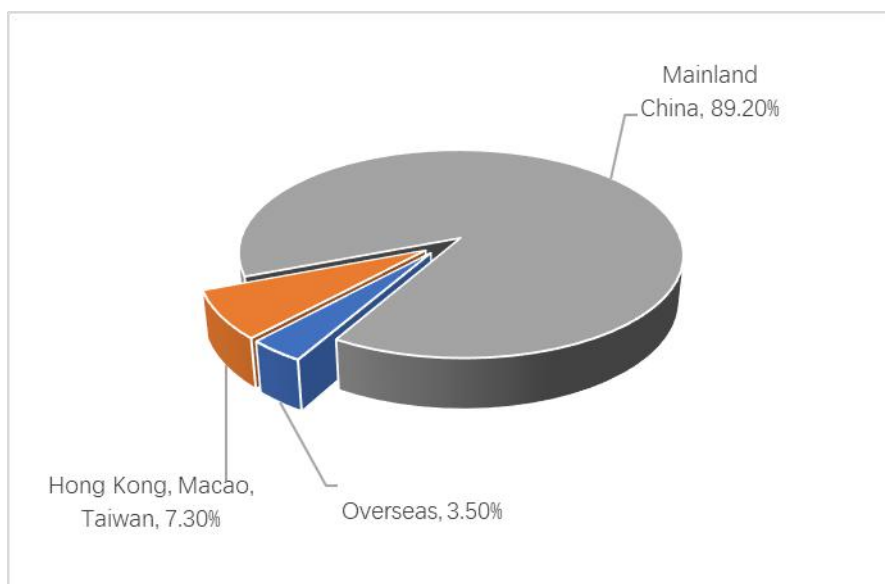


### Analysis Based on Ways of Contact:

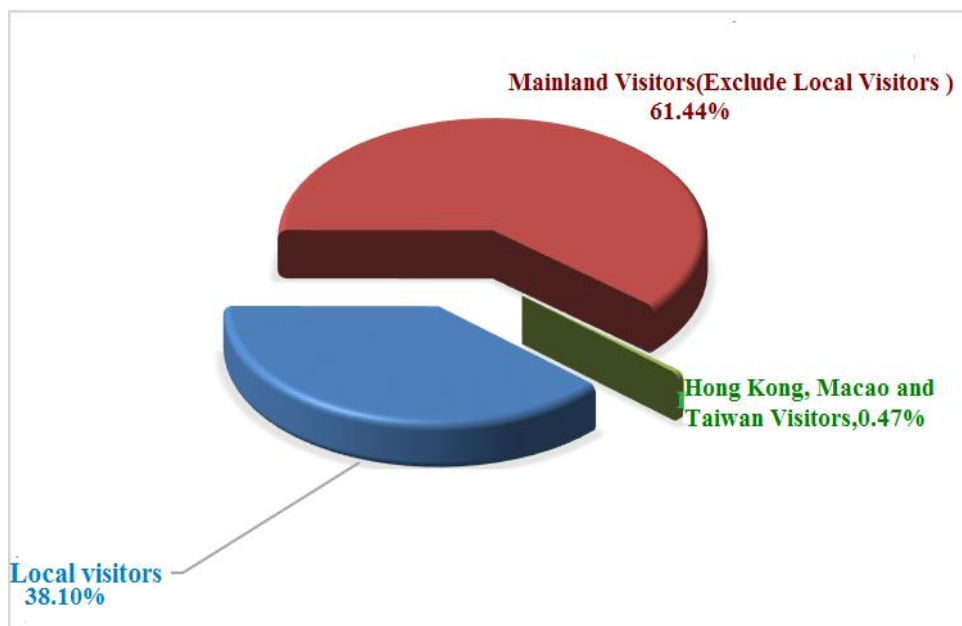


## III. Analysis of Visitor Source

### Analysis of Total Visitor Source

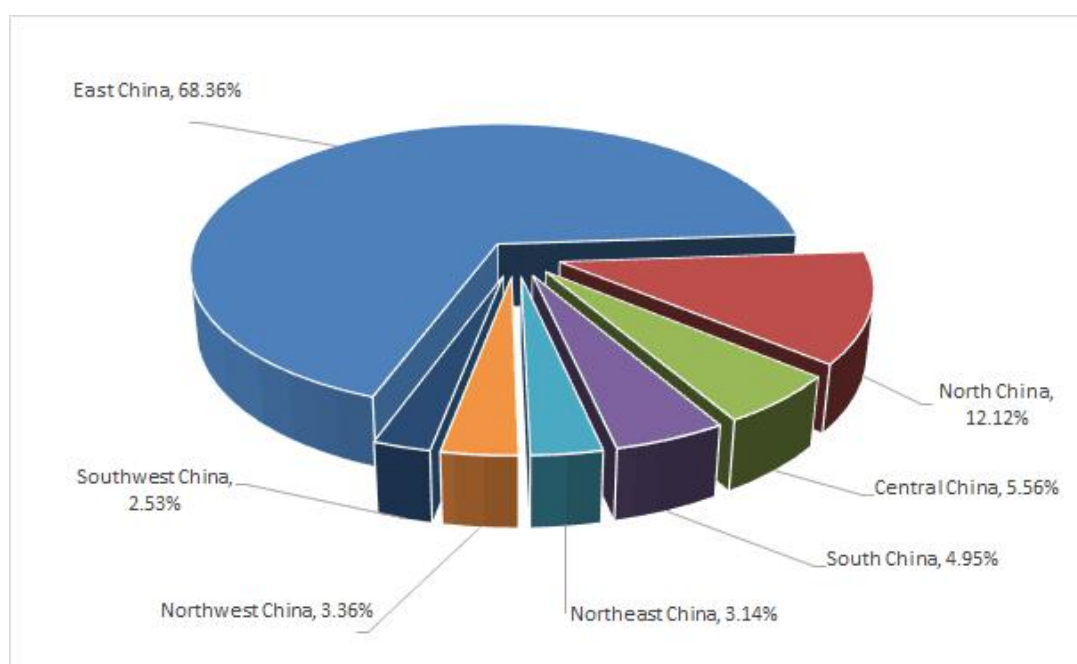


## Analysis of China Visitor Source



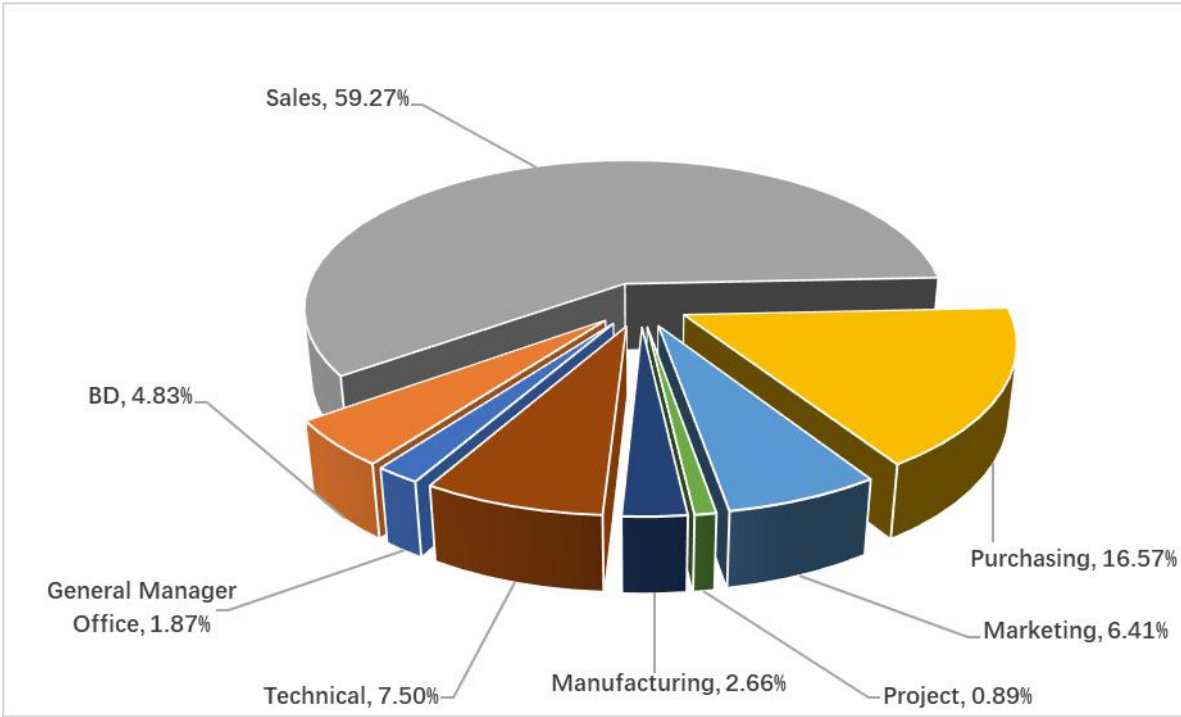
## Visitor Source of Mainland China

Local visitors' proportion is 38.10%. Without local visitors, the regional distribution of visitors from Mainland China is as follows:

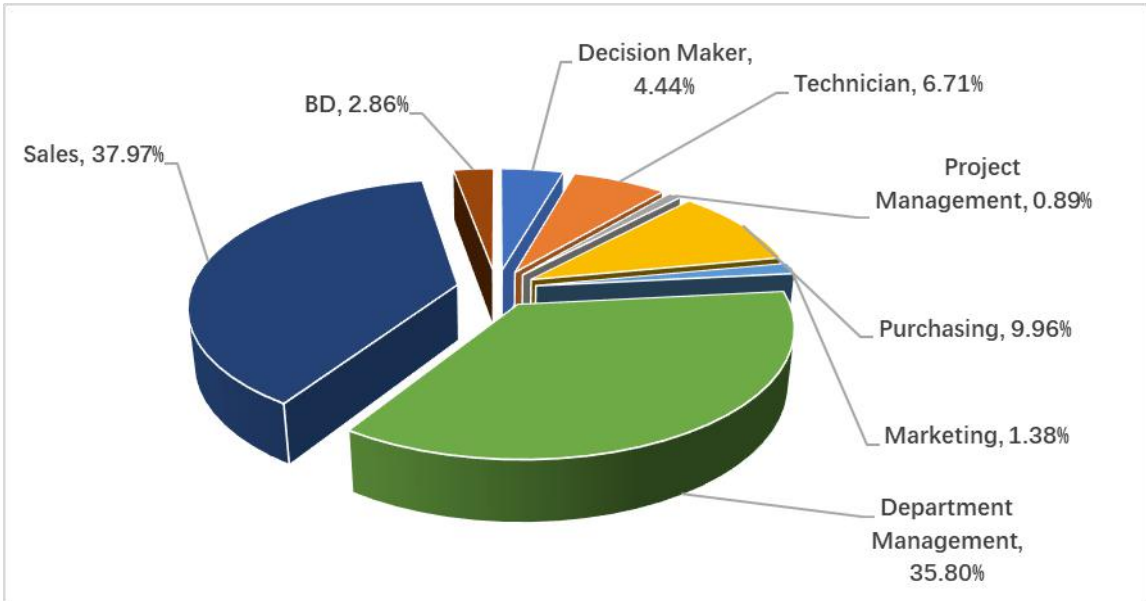


# IV. Analysis of Departments & Positions of Visitors

## 1. Analysis Based on Visitor Department:



## 2. Analysis Based on Visitor Position:

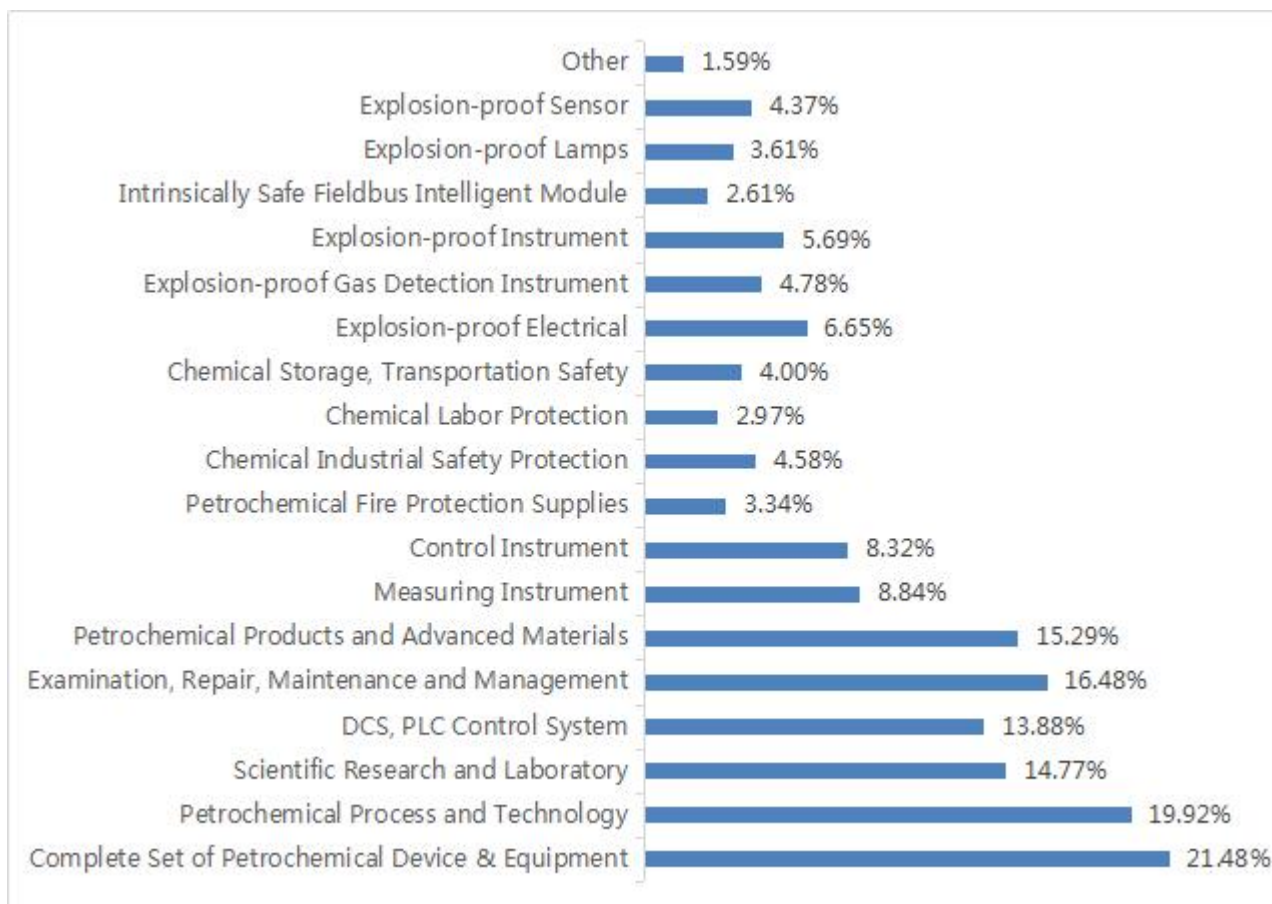




## V. Analysis of Questionnaires by Visitors:

The analysis is based on pre-registered visitors who answered these questions and the total percentage is beyond 100% due to multiple choices.

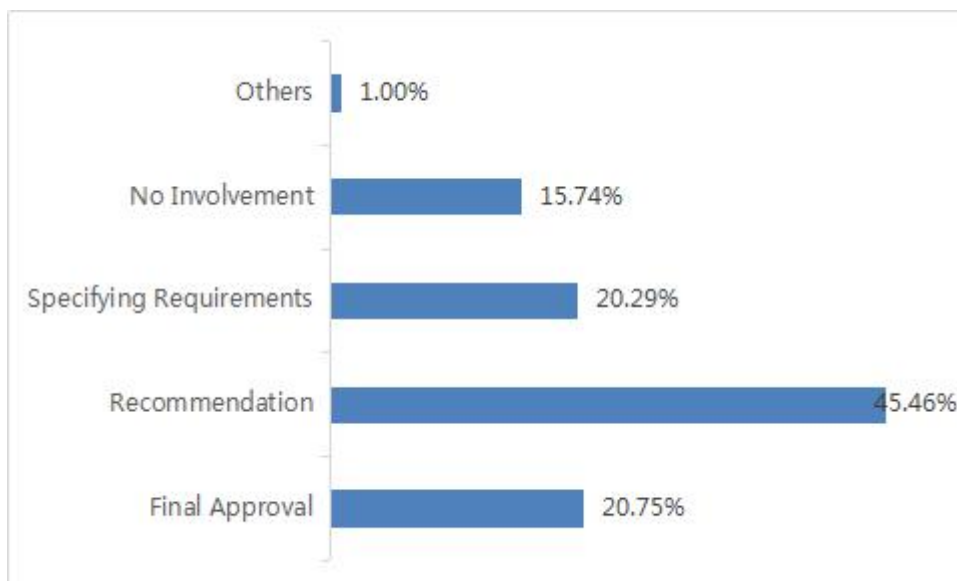
### A. Target Areas:



## B. Visiting Purpose:



## C. Visitors' Role in Purchasing:



## D. Main Business



## E. Channel to Know about the Show

